

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
27 October 2005 (27.10.2005)

PCT

(10) International Publication Number
WO 2005/101108 A1

(51) International Patent Classification⁷: **G02F 1/1343** (74) Agents: ELEVLD, Koop, J. et al.; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

(21) International Application Number:

PCT/IB2005/051105

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(22) International Filing Date: 4 April 2005 (04.04.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
04101492.9 13 April 2004 (13.04.2004) EP

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

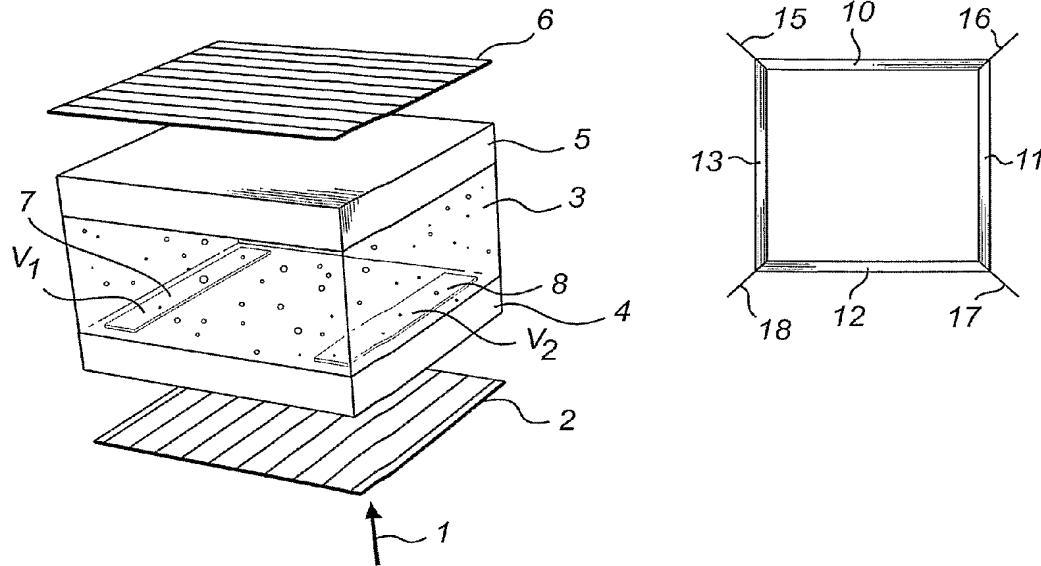
(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]**; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **MOS, Barry [NL/NL]**; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

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(54) Title: LIQUID CRYSTAL DISPLAY DEVICE



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(57) Abstract: The present invention relates to an in-plane switching liquid crystal display device. In order to enhance the switching characteristics of the display and to improve contrast in displayed images, each pixel area on a substrate in the display is surrounded by strips of resistive material. By applying driving signals to at least three connection terminals, connected to the resistive material strips at different locations, an electric field may be obtained that is homogenous over the pixel area and that may be changed dynamically during the switching process in order to exert maximum torque on liquid crystal molecules in the pixel throughout the switching process.

**Declaration under Rule 4.17:**

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM,

AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

Published:

- with international search report

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